

MINUTES
ECONOMIC DEVELOPMENT COMMITTEE

September 11, 2019

2:00 pm

In attendance: Mayor Erik Peterson, Mayor Pro-Tem Lyn Semeta, Councilmember Mike Posey, Dave Kiff, Travis Hopkins, Mike Vigliotta, Kellee Fritzal, Antonia Graham, Julie Toledo, Marie Knight, Carlos Marquez, Julie Hall

Public: Susan Thomas, Michelle Schuetz, Kevin Elliott, Kathryn Levassiur, Donovan Levassiur

Call to Order: 2:00 pm

1. Public Comments:

None

2. Minutes – August 14, 2019 approved unanimously.

3. Economic/Business Development

a. VHB Review of RSM Connectivity Study at the August 14, 2019 EDC Meeting:

Kelly Miller requested time to review the RSM Connectivity Study. Susan Thomas from Visit Huntington Beach reported that the study showed consistency with the recommendations to the Wayfinding and VHB outreach. The 'Walk on Walnut' and 'Art Walk' are excellent. The City needs to ensure the graphics keep the same font and color schemes to maintain "Visual Connectivity." One specific item to note is the importance of keeping the historical elements of the City. The landmark HB sign over the pier is a prime example.

b. Update on Economic Development Items:

Kellee Fritzal reported that the next Roundtable Meeting will be held at the Art Center on October 9, 2019, for Downtown Property Owners.

Concession RFP Proposals: Staff reviewed the top three (3) candidates, and are now down to the top two (2). Mike Vigliotta stated that 3 does not identify leasing and we are not legally bound by the RFP.

Airshow Parking

Marie Knight reported that the parking offset was approved at last year's EDC and Council Meetings. The City waived the \$450 application fee, the \$4,050 permit fees and the set up and tear down fees of \$6,750, totaling \$11,250 in waived fees. The parking offset totaled \$108,094.

Kevin Elliott from Code Four said that the Airshow event is moving forward. There is over \$225,000 in Public Safety costs that he is unable to pay for, and will need continued support from the City until a large sponsor can be found. He will continue to ask for the parking offset. Visit HB is paying for an Economic Impact Study of the Air Show.

Marie Knight stated that we do not provide parking offset for other events. Travis Hopkins said that Rainbow has chosen to not provide free refuse service this year.

Lyn Semeta asked about public safety costs. Marie Knight said that costs will be less this year, and last year was roughly \$160,000. County and State Fees will remain the same.

Kevin Elliott stated that he is in charge of producing large events. He has been networking to obtain new sponsors to increase revenue. They bought out the Shorebreak and Spring Hills Suites for a total of 1,500 rooms in Huntington Beach. He was working with a prospective sponsorship commitment, but the Chief Marketing Officer resigned and this was pushed off. He is hoping for additional financial support in 2020, as he is the only person losing money. Kevin believes the Airshow can one day become an outdoor festival. He is willing to share his financials.

Lyn Semeta asked if the City is willing to forgo revenue for this event. Mayor Erik Peterson said we can take this to Council and ask these things. Councilmember Mike Posey said that the parking offset was in effect on July 4. Mayor Peterson stated this amount was much less and the issue is not about dollars, but the deal.

Kevin Elliott expressed that we were the #1 Air Show. Although we lost the Blue Angels, we have two (2) International Teams and the Air Force. A tremendous amount of progress has been made on how the public perceives Huntington Beach.

4. Real Estate

- a. Ruby's Lease Amendment: Kellee Fritzal stated that Ruby's would like a full alcohol license. The lease does not allow for the full alcohol license. There will be an amendment to the lease in October to allow for alcohol to remain consistent with Downtown, and follow the same CUP lease terms.
- b. Kokomo's Transfer: Kellee Fritzal reported that Mike would like to sell or sublease Kokomo's. A new 10 year lease is recommended which is more consistent.

5. Housing

- a. No Report

Meeting adjourned at 2:43pm till October 9, 2019 at 3:30pm